

Subject: RE: Survey
From: Shane Phillips <sphillips@ccala.org>
Date: 07/07/2017 09:02 AM
To: Nick Griffin <ngriffin@downtownla.com>
CC: Elan Shore <eshore@downtownla.com>

Hey Nick,

I think the key things we'd love to know are:

1. Where do you live now? (Building is ideal so that we know if it's new or not; apartment/condo number is not needed.)
2. What is your current rent/mortgage payment? (Need a way to distinguish answers where people split their payment with roommates.)
3. Where did you live before moving to your current home? (Building is ideal but ZIP code is sufficient.)
4. What was your rent/mortgage payment in your previous home?

The goal is to have an idea of where people living in new downtown housing are actually moving from: Are they from Seattle and New York, or from Koreatown and Culver City? Then we'd like to know if they're paying more in their current homes, basically as an illustration of how building new housing opens up less expensive housing for others (the opposite of what happens when no new housing is built, where higher-earners outcompete others for existing housing). The "where you live/lived" questions are more important, if the rent question gets a bit too complicated—realistically, if someone is moving from another place in LA into a new Downtown apartment, we can be reasonably sure that they're vacating a less expensive home, even without them telling us what they paid.

I'm open to other ideas if you think there are better questions/phrasing to get the data we need. It's your survey after all. At first blush my biggest concern is whether people would feel uncomfortable answering these questions, so if there's a better way to get to these answers from a high % of respondents, that's great.

Happy to chat further!



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Shane Phillips

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From: Nick Griffin [mailto:ngriffin@downtownla.com]
Sent: Friday, July 07, 2017 3:43 AM

To: Shane Phillips <sPhillips@ccala.org>
Cc: Elan Shore <eshore@downtownla.com>
Subject: Survey

Hey Shane,

We're starting to craft the survey questions, so let me know what info you'd ideally like to get or if you want to discuss, let me know when's a good time. The sooner then better.

Thanks.

Nicholas Ziff Griffin

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